

Message Text

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46

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 141012Z JUL 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 757

UNCLAS BANGKOK 19881

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI -MIN SEN MACHINERY CO., LTD.

REF : USDOC 1173

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: 0003500

4. MIN SEN MACHINERY CO., LTD.

4. A. CODE : K

5. 777 NEW ROAD

6. BANGKOK, THAILAND

7. ESTABL: 1956 B. EMPL: 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: LOCAL

12. RPT DATE: 07/76

13A. 36131/1235 IMP.AGT. DIST. OF SWITCHGEAR

13B. 35613/1235 IMP.AGT.DIST. OF PUMP AND DOMESTIC WATER SYSTEM

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13C. 36210/1235 IMP.AGT.DIST. OF ELECTRIC MOTORS

13D. 35192/1235 IMP.AGT.DIST. OF DIESEL ENGINES

13E. 36611/1235 IMP.AGT.DIST. OF ALTERNATORS AND SWITCHBOARDS

13F. 35228/1235 IMP.AGT.DIST. OF SPRAYERS

13G. 36626/1235 IMP.AGT.DIST. OF METALWORKING MACHINE AND EQUIP.

13H. 35228/1235 IMP.AGT.DIST. OF TRACTORS

13I. 35229/1235 IMP.AGT.DIST. OF FARM MACHINERY EQUIPMENT

14. CONTACT : PRICHA RATANAPITAK TITLE: GENERAL MANAGER

15. CABLE: MINCOM (BANGKOK)

16. TELEX: MINCOM TH 2841 17. TEL: 2229201-5

18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK

19. TRADE REFS: DRAKE AMERICA CORP, 477 MADISON AVE., NEW YORK, N.Y. 10022; CRANE CO., 300 PARK AVENUE, NEW YORK,N.Y. 10022; JOHN W. ROBY CO., INC., 10020-14TH AVENUE SOUTHWEST, SEATTLE, WASHINGTON 98146.

20. AGENCY REP: N/A

21. SUBJECT FIRM,ONE OF THE LARGEST AND OLDEST HEAVY MACHINERY IMPORTERS IN THAILAND, WAS ESTABLISHED IN 1956 AS A LIMITED LIABILITY COMPANY WITH AN ORIGINAL AUTHORIZED CAPITAL OF \$200,000 LATER INCREASED TO \$500,000. IT ACTS AS A GENERAL IMPORTER, RETAILER AND /WHOLESALE HANDLING INDUSTRIAL MACHINERY, AGRICULTURAL EQUIPMENT AND IMPLEMENTS, ENGINES, WATER PUMPS, MACHINE TOOLS AND CONSTRUCTION MACHINERY, MOSTLY IMPORTED FROM EASTERN EUROPEAN COUNTRIES. THE FIRM HAS ESTABLISHED A GOOD REPUTATION AND CONNECTIONS WITH LOCAL END-USERS. ITS OFFICE OCCUPIES A SIX STORY MODERN BUILDING LOCATED IN A CENTRAL BANGKOK BUSINESS AREA. THE ENTIRE GROUND FLOOR OF THE BUILDING IS USED AS A SHOW ROOM. SUBJECT FIRM EMPLOYS UNCLASSIFIED

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237 INCLUDING 52 SALESMEN. ITS SALES VOLUME IN 1975 WAS REPORTED TO BE \$8,000,000. LOCAL BANKS REPORT FAVORABLY ON THE SUBJECT FIRM. EMBASSY RECOMMENDS FIRM AS A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT APPROVED BY: THOMAS C. STAVE
AT: AMEMBASSY BANGKOK.
WHITEHOUSE

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